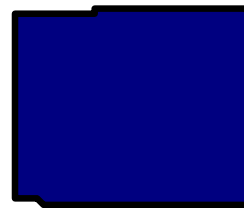
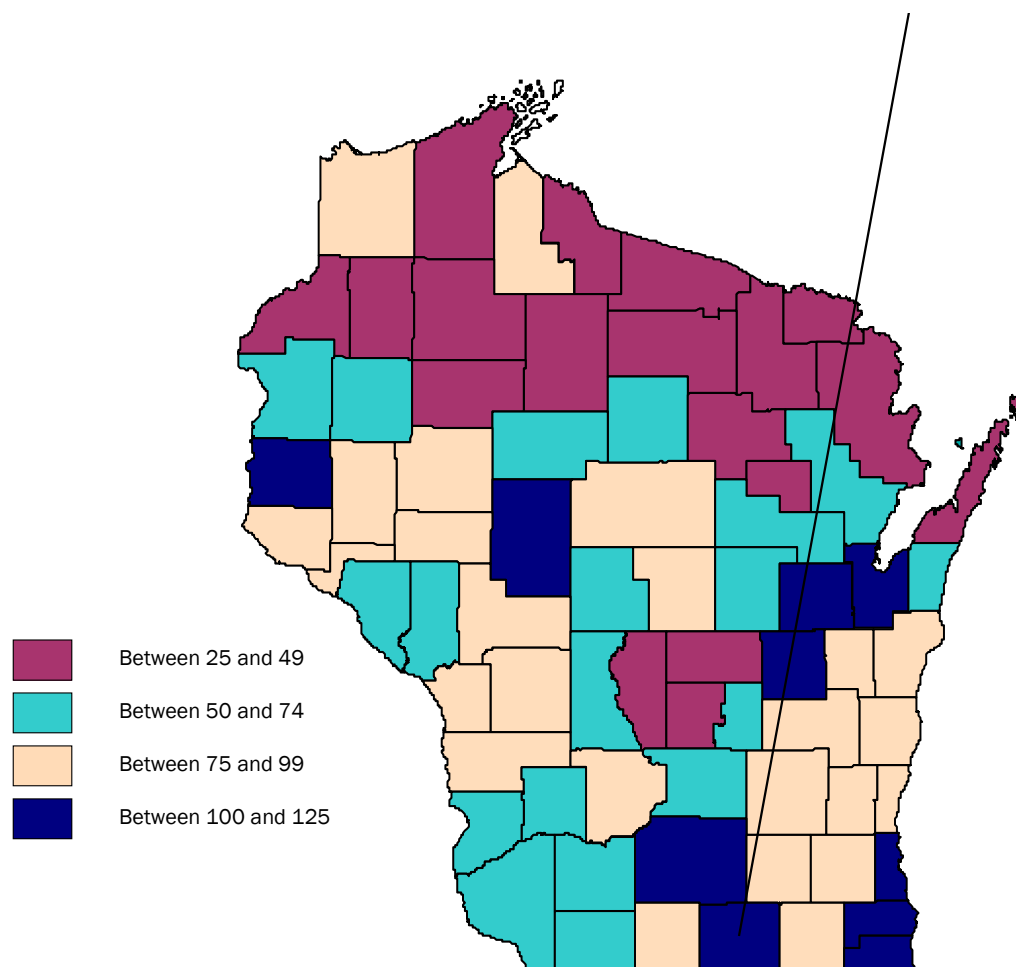


# Rock County Workforce Profile



The number of residents aged 25-29 years for every  
100 residents aged 60-64 years in year 2025



Source: Wisconsin Department of Administration, Demographic Services Center and the U.S. Bureau of Census.

For comparison, it is projected that there will be 90 residents aged 25-29 for every 100 residents aged 60-64 in Wisconsin in 2025. Nationally, it is projected that there will be 101 residents aged 25-29 for every 100 residents aged 60-64. In 2003, Wisconsin had 146 residents aged 25-29 for every 100 aged 60-64.



## County Population

At close to 156,000 residents, Rock County's population has increased by 3,229 residents since the 2000 census. Rock's population density is 216 persons per square mile or about double the state's population density, yet it is one of the least population-dense metropolitan counties in Wisconsin. Rock County is the state's ninth most populous county.

Rock's population growth rate was slower than both the

### Total Population

	April 2000 Census	Jan. 1, 2004 estimate	Numeric change	Percent change
<b>United States</b>	281,421,906	292,287,454	10,865,548	3.9%
<b>Wisconsin</b>	5,363,715	5,532,955	169,240	3.2%
<b>Rock County</b>	152,307	155,536	3,229	2.1%
<b>Largest Municipalities</b>				
Janesville, City	60,200	61,310	1,110	1.8%
Beloit, City	35,775	36,058	283	0.8%
Beloit, Town	7,038	7,293	255	3.6%
Milton, City	5,132	5,419	287	5.6%
Edgerton, City*	4,891	5,006	115	2.4%
Evansville, City	4,039	4,409	370	9.2%
Rock, Town	3,338	3,340	2	0.1%
Janesville, Town	3,048	3,264	216	7.1%
Fulton, Town	3,158	3,220	62	2.0%
Milton, Town	2,844	2,948	104	3.7%

\*Rock County portion only

Source: Wis. Dept. of Administration, Demographic Services and U. S. Census Bureau

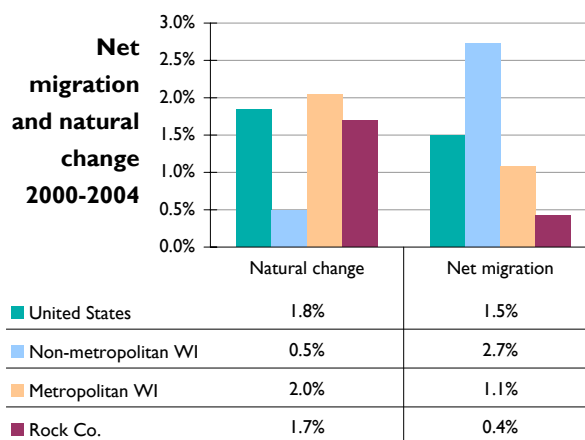
state and nation's over the last four years even though it grew close to the state's rate between 1990 and 2000. About two-thirds of Rock County's population growth over these four years came via natural increase resembling the typical metropolitan growth pattern. The remaining one-third of population growth came via net in-migration into the county.

Population dynamics are key measurements in terms of labor market information and future economic vitality. One must not only examine how much the population has changed, but they should also anticipate its future change. The graph to the right plots Rock County's projected population in 2005 and 2030 by age group. Rock's population is forecasted to grow about 14 percent (+21,000 residents) between 2005 and 2030. Rock's forecast is slightly slower than the state's 15 percent growth forecast. The layout of the graph shows that population growth will occur over most of the age

groups, but that some age groups will become significantly larger than they are currently.

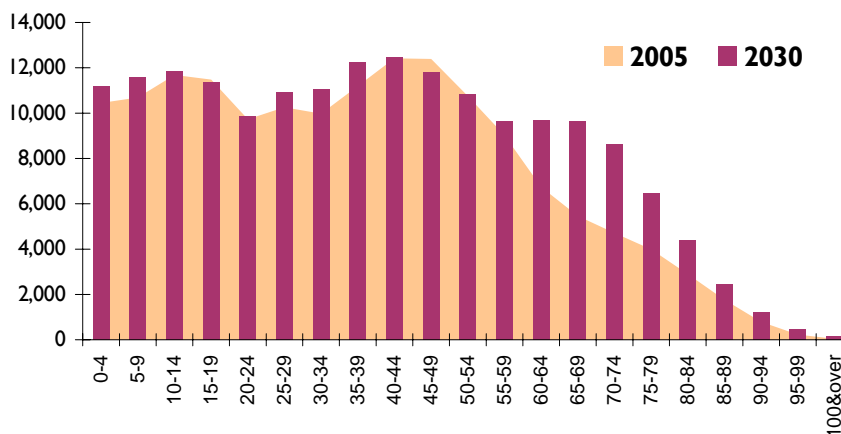
A more detailed examination of the county's age group projections shows that the number those ages 19 and younger will increase by almost four percent. The number of those in their prime working years, ages 20-59, will also increase by about four percent. The largest growth, in both numeric and percentage terms, will be seen in those ages 60 and older increasing by 62 percent over the next 25 years. From a compositional standpoint, those 19 and younger will decrease from 28 percent of the total population in 2005 to 26 percent in 2030. The age group 20-59 will decrease from 55 percent to 50 percent of the total. And those ages 60 and older will increase from 17 percent to 24 percent of the county's population.

The baby boomers are the largest generation in U.S. history and many of them are just approaching typical retire-



Source: WI Dept. of Admin., Demographic Services and U. S. Census Bureau

### Population by Age Groups in Rock County



Source: WI Dept. of Administration, Demographic Services

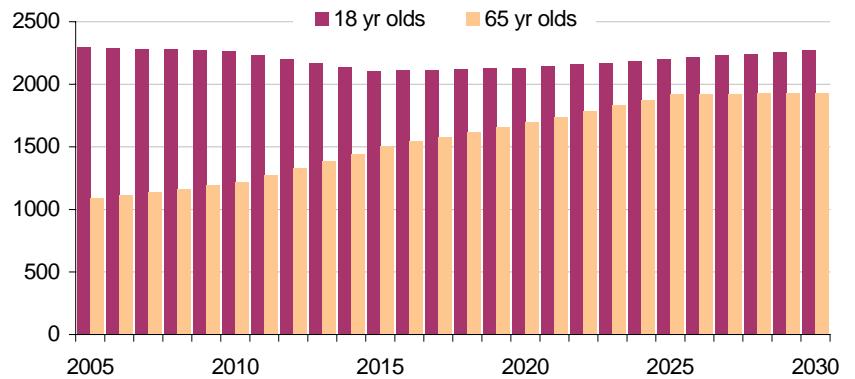
## Future Population and Labor Supply

ment age. Baby boomers' offspring were not nearly as plentiful in number as their parental generation and this succeeding generation is continuing their parental trend of lower birth rates and smaller families. Rock County, overall, is slightly "younger" than the state as a whole, the state is older from a national comparison. The county is projected to remain slightly younger than the state average, but will indeed have a rapidly aging population, nonetheless.

The graph to the right shows an example of how these changes in age composition will affect Rock County's workforce juxtaposing the number of those age 18 and age 65 each year from 2005 to 2030. One will notice that the number of those age 18 will remain constant, while those age 65 will double and almost match the number of 18 year olds by 2030. While this is just a small 'slice' of the population, it is representative of changes to come in terms of the numbers of those entering and exiting the workforce.

These demographic forecasts present a number of issues to address. One should keep in mind that there have already been acute labor shortages in the late 1990s. The coming years will experience even more pronounced labor shortages particularly in occupations that tend to be filled by those of a certain age group, gender, skill/educational background or combination thereof. In other words, employers will still compete for workers as they always have, but skilled and educated workers could be in even shorter supply relative to increased demand.

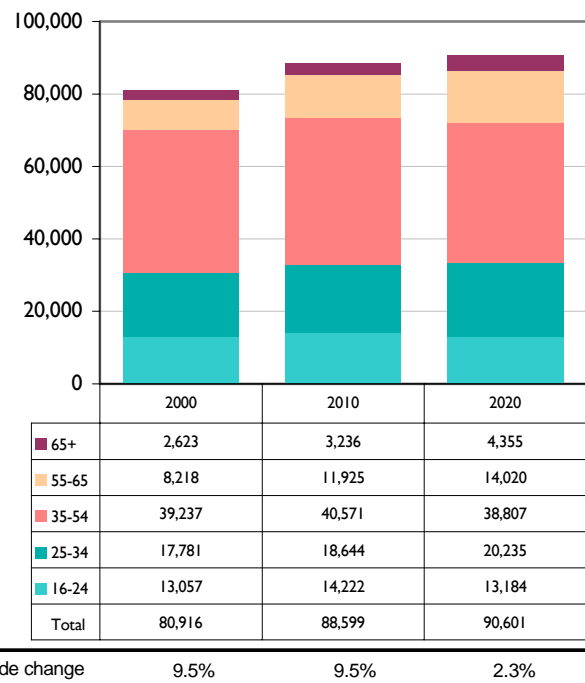
**Convergence of 18 & 65 year old population in Rock County**



Source: WI Dept. of Administration, Demographic Services

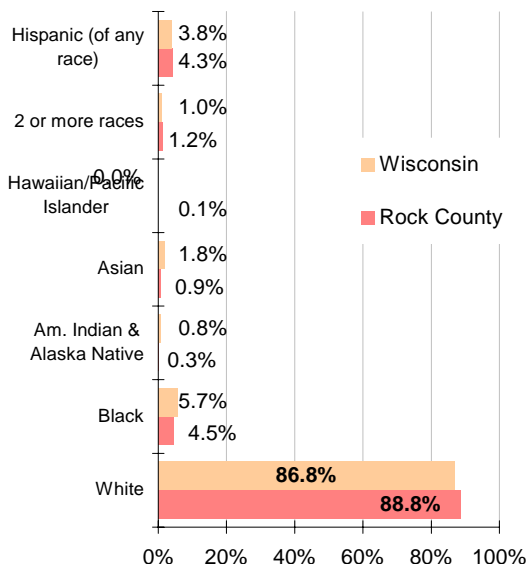
Rock County's labor force will become older, on average, though it is uncertain whether its workers will remain in the labor force longer than they do currently. Trends suggest that workers are currently retiring at younger ages. Retirement is a subjective term as many rejoin the workforce, though usually in a reduced capacity. Retirees are a very small portion of the workforce as the labor force participation rate of those 65 and older is low. For example, it is estimated that only about 25 percent of those ages 65-69 in Rock County are in the labor force. At ages 70 and older, this percentage approaches the 'teens as one might expect.

**Rock County Labor Force Projections by Age**



Source: DWD, Office of Economic Advisors, August 2004

**Race and ethnic distribution**

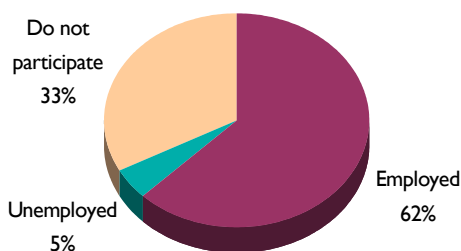


Source: U.S. Census Population Characteristics Estimates, 2002

## Current Labor Force

Rock County's unemployment rate decreased on an annual basis in 2003, though it remained higher than the state and national averages. The cities of Beloit and Janesville, combined, make up about 63 percent of the county's labor force, but about 73 percent of the county's total unemployed, which is no huge revelation as most central city locations typically show higher rates of unemployment than the outlying portions of the county.

**Labor force participation in Rock County**



Source: DWD, Office of Economic Advisors, July 2004

Rock County's labor force participation rate (LFPR) was 67.1 percent in 2003 and ranked 49<sup>th</sup> highest of the state's 72 counties. It is lower than the state's average LFPR of 72.9 percent and is higher than the national rate of 66.2 percent.

Rock's LFPR reached its maximum in the 1990s and will probably not climb much higher

in the foreseeable future. The county's LFPR will likely recede gradually, but to what extent is unknown. The county's age demographics will spur this reduction and economic changes will probably play little part in this.

**Unemployment Rate Comparison**



**Rock County Civilian Labor Force Data**

	1998	1999	2000	2001	2002	2003
Labor Force	79,666	77,689	78,839	79,385	78,181	78,986
Employed	76,398	74,590	74,912	74,306	72,726	73,594
Unemployed	3,268	3,099	3,927	5,079	5,455	5,392
Unemployment Rate	4.1%	4.0%	5.0%	6.4%	7.0%	6.8%

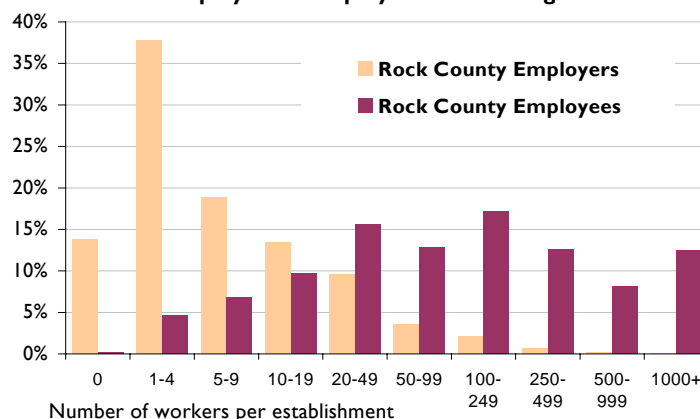
Source: WI DWD, Bur. of Workforce Information, Local Area Unemployment Statistics, 2003

## Employers by Size

The majority of Rock County's employers are small, as approximately 70 percent of them employ between one and 19 employees. While this may seem to be an inordinately large share of smaller employers in the county, it is actually a typical share. The term "small employer" is subjective. Some define it as fewer than 500 employees and some as low as fewer than 20 employees.

From the employee perspective, the highest share of the county's workers are employed in establishments with 100-249 workers. In fact, 22 percent of Rock County total employment base is in establishments with 500 or more employees. The average number of employees per employer in Rock County is 18. This is slightly higher than the state's average of 17 and is higher than the national average, which is 13 employees per establishment.

**Share of employers & employees in size range in 2003**



Source: DWD, Bureau of Workforce Information, Table 221, July 2004

## Industry & employers by size

Examination of a county's labor market from the demand (employer) point of view is essential to gauge the type of workforce employers are seeking. The tables below outline the top employers by industry and the top employers by name and establishment size. The pie-graphs to the bottom indicate the prominence of these top industries and employers in terms of the county's total employment.

It is common for services-providing sectors to show the large-

est and fastest employment growth in both one- and five-year periods. Some goods-producing sectors, like manufacturing industries, may still show a large employment presence, but they may show a loss of employment over these timeframes, too. It is also common for many counties traditionally heavy in goods-producing employment to now have services-providers, particularly health and education services, as their larger employers and industry sectors.

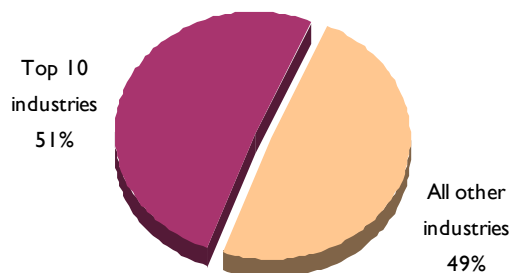
### Top 10 Industries in Rock County

Industry	March 2004		Numeric Employment Change	
	Establishments	Employees	2003-2004	1999-2004
Educational services	30	5,722	61	552
Transportation equipment manufacturing	9	5,621	-650	-1,426
Food services & drinking places	249	4,715	142	90
Hospitals	3	3,411	46	282
Administrative & support services	135	2,972	272	370
Executive, legislative, & gen government	28	2,650	-126	-319
Merchant wholesalers, durable goods	92	2,401	166	609
General merchandise stores	13	1,958	-33	-173
Truck transportation	73	1,821	178	126
Machinery manufacturing	37	1,743	25	-1,242

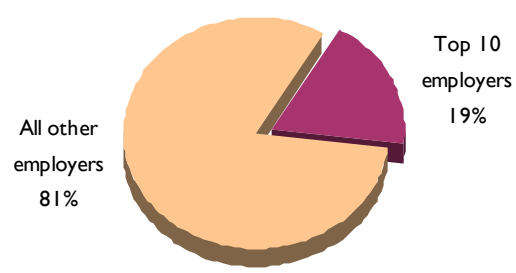
### Top 10 privately owned Employers in Rock County

Establishment	Product or Service	Size (Dec. 2003)
General Motors Corporation	Light truck and utility vehicle manufacturing	Over 999 employees
Mercy Health System Corp.	General medical and surgical hospitals	Over 999 employees
Beloit Memorial Hospital Inc.	General medical and surgical hospitals	Over 999 employees
Lear Midwest Automotive Ltd Ptr	Motor vehicle seating and interior trim mfg.	500-999 employees
TNT Logistics North America Inc.	General freight trucking, long-distance LTL	500-999 employees
Lab Safety Supply Inc.	Mail-order houses	500-999 employees
Wal-Mart	Warehouse clubs and supercenters	500-999 employees
Frito Lay Inc.	Other snack food manufacturing	500-999 employees
SSI Technologies Inc.	Motor vehicle brake system manufacturing	500-999 employees
Woodmans Food Markets Inc.	Managing offices	250-499 employees

Share of jobs in top 10 industries in Rock County



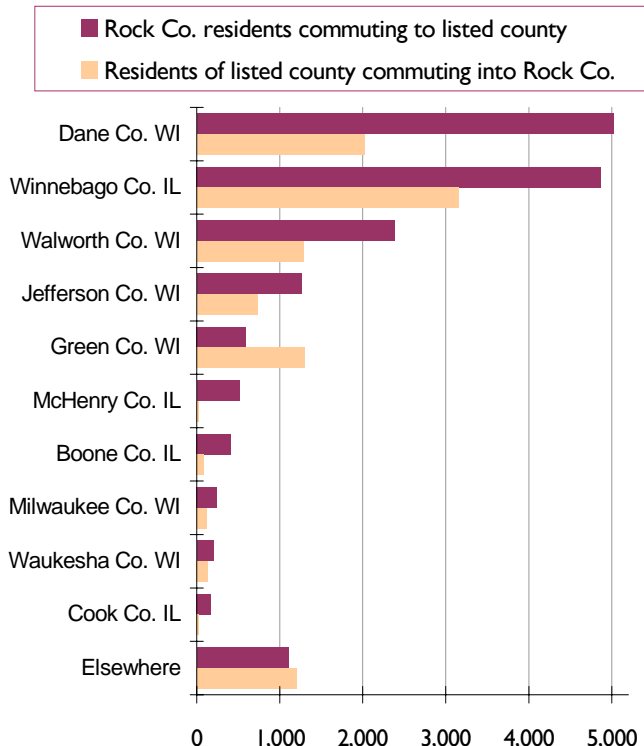
Share of Rock County jobs with top 10 employers



## Commuting

Approximately 16,800 workers living in Rock County (22 percent of Rock County's employed residents) travel to another county or state for work. This is slightly below the state average out-of-county commute of 25 percent. Dane County and Winnebago County, IL are the two top destinations for Rock's out-commuters. Dane County's labor pool is expanding rapidly. Of all the in-migrants that have moved into Rock County, the majority formerly lived in Dane County. They have changed their home addresses, but the majority have likely kept their Dane County workplaces.

Rock County's net commute shows that the county has more resident workers leaving the county than non-residents traveling into Rock for their jobs. Just over 10,000 non-resident workers travel into Rock for work. A rough estimate is that about 15 percent of Rock County jobs are held by someone not living in Rock County. Dane County and Winnebago County, IL have the most workers traveling into Rock County from a numerical standpoint. Green County is the only adjacent county that Rock County experiences a net gain of workers from in the daily commute.



Source: U.S. Census 2000, Special tabulations: Worker Flow Files

## Key occupations & wages

The table to the right lists the occupations with the most employment in Rock County as of May 2003. Their hourly wages are also displayed.

The hourly wages shown include the mean (average) and the median (50<sup>th</sup> percentile), which are the most frequently requested occupational data. The 25<sup>th</sup> and 75<sup>th</sup> percentile wages are also included to help give an indication of entry-level and experienced worker wages, respectively. The 25<sup>th</sup> percentile indicates that 75 percent of the total workers in this occupation earn more per hour than this wage. The 75<sup>th</sup> percentile wage indicates that 25 percent of workers make more than this hourly wage.

If the mean and median wages are relatively close, the labor market for this worker is probably tight or very competitive for hiring employers. If the median is significantly below the mean, an employer offering mean wages should have an advantage in attracting workers. However, prospective workers will likely find a higher than average level of competition for these jobs.

Occupation title	Hourly Wages			
	Mean	Percentile		
		25 <sup>th</sup>	50 <sup>th</sup>	75 <sup>th</sup>
Retail salespersons	\$10.82	\$6.87	\$8.46	\$12.14
Cashiers	\$8.35	\$6.92	\$8.03	\$9.67
Registered nurses	\$24.45	\$22.10	\$24.86	\$27.30
Laborers & freight, stock, & material movers, hand	\$11.92	\$9.27	\$11.82	\$13.62
Team assemblers	\$12.81	\$9.20	\$14.33	\$16.08
Truck drivers, heavy & tractor-trailer	\$16.28	\$13.55	\$16.04	\$19.19
Waiters & waitresses	\$6.83	\$5.92	\$6.49	\$7.21
Nursing aides, orderlies, & attendants	\$9.86	\$8.25	\$9.67	\$11.51
Janitors & cleaners, except maids & housekeeping	\$10.64	\$7.85	\$9.98	\$13.23
Packers & packagers, hand	\$11.34	\$8.53	\$10.34	\$14.80
Secretaries, except legal, medical, & executive	\$11.53	\$9.30	\$10.94	\$13.50
Comb. food prep. & serving workers (fast food)	\$7.08	\$6.06	\$6.76	\$8.03
Office clerks, general	\$10.80	\$8.69	\$10.50	\$12.78
Bookkeeping, accounting, & auditing clerks	\$12.51	\$9.66	\$12.19	\$14.50
Stock clerks & order fillers	\$10.47	\$8.08	\$9.71	\$12.56
Customer service representatives	\$14.32	\$10.27	\$12.97	\$16.31
Industrial truck & tractor operators	\$14.56	\$12.35	\$13.74	\$16.56
Maintenance & repair workers, general	\$15.42	\$11.23	\$15.66	\$19.22
Shipping, receiving, & traffic clerks	\$12.76	\$10.85	\$12.76	\$14.77
Elem. school teachers, except special ed.	*	*	*	*

Rock County is the Janesville Metropolitan Statistical Area.

## Employment and Wages

On average, the wages paid in Rock County are almost two percent higher than the statewide overall average. Rock County's overall wages are higher despite the fact that only three of its industry sectors pay higher than the state averages. Its overall wages are actually higher because of its employment prominence in these three sectors.

Manufacturing is Rock County's largest employing sector (see graph below) paying a disproportionately larger amount of the county's total wages than it already employs. The second largest employing sector; trade, transportation and utilities, employs fewer than manufacturing, but its wages paid are disproportionately lower than its employment share. Education and health services, the third largest employing sector, is relatively balanced between its employment and the wages it pays.

The annual average wages that an industry sector pays can depend upon many factors such as its geographic location, seasonal activity, presence of workers under collective bargaining agreements, etc. But the most crucial wage structure component is an industry's occupational composition. Even two companies in the same industry and the same county

### Average Annual Wage by Industry Division in 2003

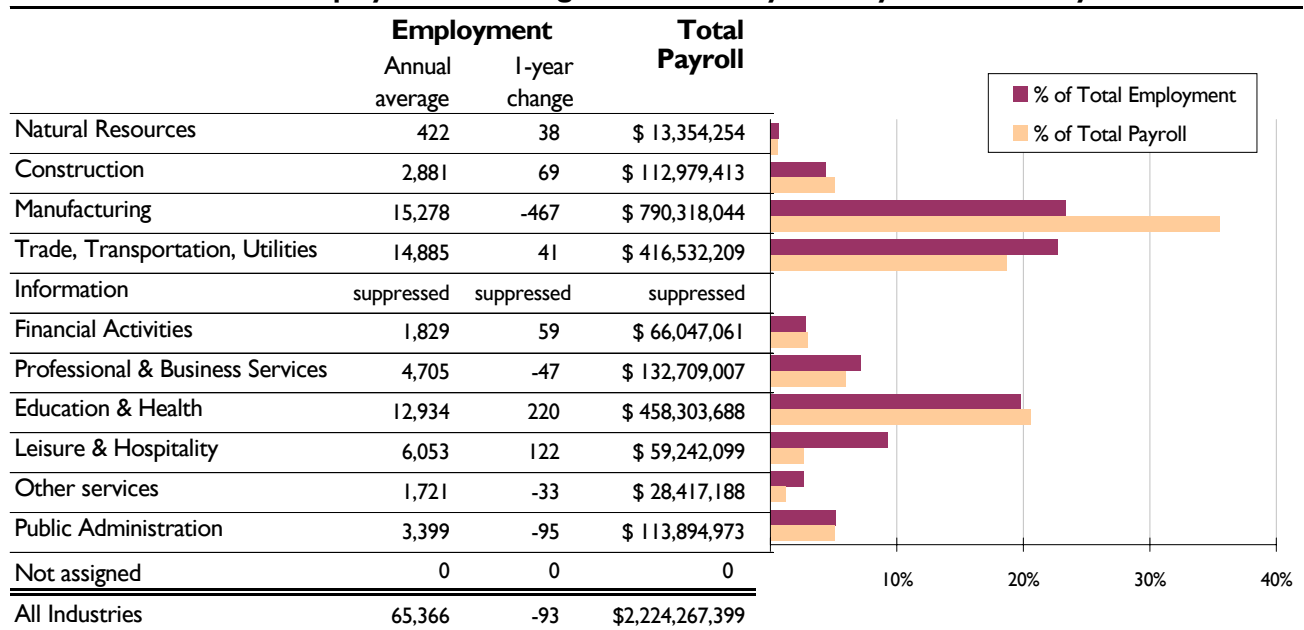
	Average Annual Wage Wisconsin	Average Annual Wage Rock County	Percent of Wisconsin	1-year % change
All Industries	\$ 33,423	\$ 34,028	101.8%	3.6%
Natural resources	\$ 25,723	\$ 31,645	123.0%	-1.7%
Construction	\$ 40,228	\$ 39,215	97.5%	3.0%
Manufacturing	\$ 42,013	\$ 51,729	123.1%	7.8%
Trade, Transportation, Utilities	\$ 28,896	\$ 27,983	96.8%	2.9%
Information	\$ 39,175	suppressed	Not avail	Not avail.
Financial activities	\$ 42,946	\$ 36,111	84.1%	11.1%
Professional & Business Services	\$ 38,076	\$ 28,206	74.1%	-1.9%
Education & Health	\$ 35,045	\$ 35,434	101.1%	0.7%
Leisure & Hospitality	\$ 12,002	\$ 9,787	81.5%	0.9%
Other services	\$ 19,710	\$ 16,512	83.8%	-0.3%
Public Administration	\$ 35,689	\$ 33,508	93.9%	4.8%

Source: WI DWD, Bureau of Workforce Information, Quarterly Census of Employment & Wages

could show differing average wages if their occupational compositions are significantly different.

Some industries employ a higher than average share of skilled/educated workers, who command higher than average salaries. Some industries employ a higher than average share of entry-level, part-time or seasonal workers. The leisure and hospitality sector is a good example of a seasonally-employing sector that does not employ at consistent levels on a year-round basis making annual average wages lower than the overall average.

### 2003 Employment and Wage Distribution by Industry in Rock County



Source: WI DWD, Bureau of Workforce Information, Quarterly Census Employment and Wages, June 2004



## Per Capita Personal Income (PCPI)

Income is the resultant combination of all manners in which people or families or households obtain monies. The majority of a county's total personal income is obtained from wages earned at jobs. Rock County's residents, as a whole, obtain an average share of its total income from wages and a lower than average share from dividends, interest and rental income (graph, bottom right). Its residents obtain a higher than average share of its total income from governmental transfer payments.

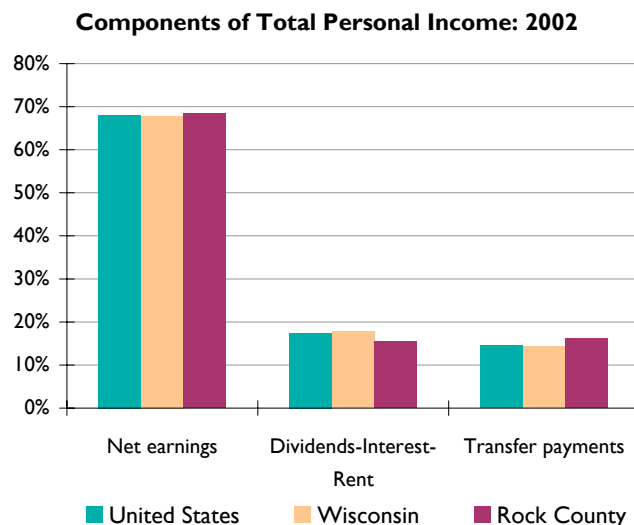
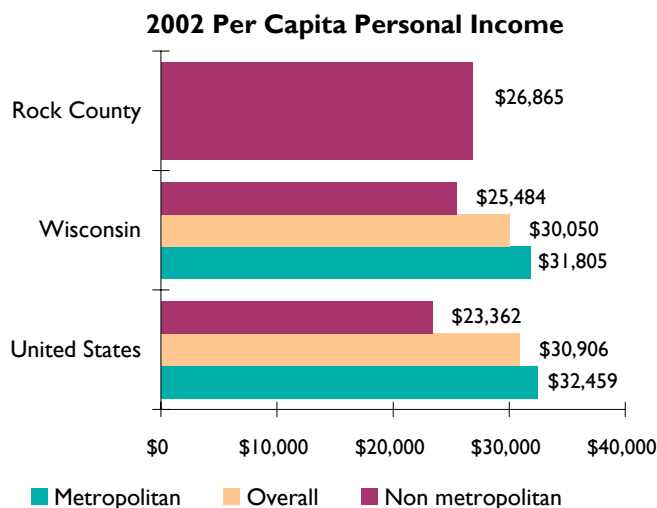
Rock County's per capita personal income (PCPI) in 2002, \$26,865, ranked 31<sup>st</sup> highest of the state's 72 counties. Rock's rank had been higher in previous years, but the most

recent economic downturn affected this county more dramatically than many others in Wisconsin. Rock's PCPI was equal to 95 percent of the state's PCPI in 1997. In 2002, it was 89 percent of the state's PCPI.

Rock's growth rate in PCPI has been considerably slower than the state and national averages and shows the slowest growth of all Wisconsin counties from 1997 to 2002. This is likely due to economic conditions such as the downturn in the county's higher paying employment sectors, particularly manufacturing. This is evidenced by the fact that the county's total net earnings have grown 15 percent compared to the state's growth rate of 28 percent from 1997 to 2002.

	Per Capita Personal Income						Percent Change	
	1997	1998	1999	2000	2001	2002	1 year	5 year
United States	\$25,334	\$26,883	\$27,939	\$29,847	\$30,527	\$30,906	1.2%	22.0%
Wisconsin	\$24,514	\$26,175	\$27,135	\$28,573	\$29,361	\$30,050	2.3%	22.6%
Metropolitan WI	\$25,972	\$27,711	\$28,770	\$30,317	\$31,106	\$31,805	2.2%	22.5%
Rock County	\$23,374	\$24,764	\$25,294	\$26,176	\$26,134	\$26,865	2.8%	14.9%
In current dollars (adjusted to U.S. CPI-U)								
United States	\$28,397	\$29,670	\$30,170	\$31,181	\$31,010	\$30,906	-0.3%	8.8%
Wisconsin	\$27,478	\$28,889	\$29,301	\$29,850	\$29,825	\$30,050	0.8%	9.4%
Metropolitan WI	\$29,111	\$30,584	\$31,067	\$31,672	\$31,598	\$31,805	0.7%	9.3%
Rock County	\$26,200	\$27,332	\$27,313	\$27,346	\$26,547	\$26,865	1.2%	2.5%

Source: U.S. Dept. of Commerce, Bureau of Economic Analysis, May 2004



Source: U.S. Department of Commerce, Bureau of Economic Analysis, Regional Economic Information System, May 2004

The county workforce profiles are produced annually by the Office of Economic Advisors in the Wisconsin Department of Workforce Development. The author of this profile and regional contact for additional labor market information is:

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La Crosse, WI 54601  
Phone: 608-785-9337  
email: William.Brockmiller@dwd.state.wi.us



**Metropolitan Statistical Area (MSA)** - A single county or group of counties that include at least one urbanized area with a minimum population of 50,000. Multiple-county MSAs have a central county or counties, which have a high degree of social and economic integration with the other member counties as measured by commuting data.

**Non-metropolitan county** - Any county that is not a member of a metropolitan statistical area.

**Net Migration** - One of two components of population change. It is the net result of individuals who either moved into or out of an area.

**Natural Change** - One of two components of population change. It is the result of the number of births minus the number of deaths in an area over a period of time. A natural increase indicates there were more births than deaths. A natural decrease indicates there were more deaths than births.

**Employed** - Persons 16 years of age or older, who worked as paid employees, or worked in their own business, profession or farm, or worked 15 hours or more as unpaid workers in a family-operated enterprise. Includes those temporarily absent from their jobs due to illness, bad weather, vacation, childcare problems, labor dispute, maternity or paternity leave, or other family or personal obligations.

**Unemployed** - Persons 16 years of age or older with no employment, who were available for work and made efforts to find employment sometime during the previous 4-week period ending with the monthly reference week. Persons who were awaiting recall to a job did not need to look for work to be classified as unemployed.

**Labor Force** - The sum of the employed and unemployed, whom are at least 16 years of age and older.

**Unemployment Rate** - The number of unemployed divided by the labor force. It is expressed as a percentage of the labor force.

**Labor Force Participation Rate (LFPR)** - The labor force divided by the total population aged 16 years and older. It is expressed as a percentage of the population aged 16 years and older.

**Suppressed** - Data is withheld or suppressed if it does not meet certain criteria. If an industry in a county has fewer than three employers or if a single employer employs 80% or more that industry's total employment in that county then the data are suppressed. These criteria were established to maintain the confidential reporting of payroll and employment by employers.

**Total Personal Income** - The aggregate income of an area received by all persons from all sources. It is calculated as the sum of wage and salary disbursements (less contributions for government social insurance), supplements to wages and salaries, proprietors' income with inventory valuation and capital consumption adjustments, rental income of persons with capital consumption adjustment, personal dividend income, personal interest income, and personal current transfer receipts that include retirement and veteran's benefits, government paid medical reimbursements, and income maintenance program payments.

**Per Capita Personal Income (PCPI)** - Total personal income divided by the total population.

**Current Dollars** - Phrase used to express historical dollar values in terms of their current purchasing power via inflation adjustment.

**CPI-U** - Consumer Price Index for all urban consumers, the most commonly used measure of inflation in the United States.